

**Sonoma County Section on Aging**  
**May 18, 2011**

**MINUTES**

**Opening Remarks:**

**Laurie White, President**

Laurie welcomed all to this month's meeting and reviewed mission statement:

“The Sonoma County Section on Aging is a coalition of agencies, organizations and individuals concerned with the well-being of older adults. As a network alliance, we advocate for and promote the development, coordination, and implementation of older adult services in Sonoma County.”

Laurie presented the status of SOA membership:

- 95 members at last month's meeting
- 15 visitors, with 2 of those joining
- 136 members in good standing
- 109 companies in good standing

Laurie introduced all new members. Invited all visitors to attend SOA meeting twice before being asked to join. Please see Kelly Swanson for more information.

If any member has suggestions for upcoming speakers or topics, please contact one of the SOALC members.

Please go to SOA website for announcements.

**Spotlight Speaker for June:**    **Julie Jones, Estate Doc Planning (coffee sponsor)**

**Program Speaker for June:**    **Jordan Lindsey & Lucy Andrews, CAHSAH**  
**“Currently Pending Legislation on Senior Care”**

**Member Introductions**

**Spotlight Speaker:**                    **Eloise Tweeten**  
**Tweeten Eldercare Advisors**  
**707-570-2589**  
**[www.TweetenEldercare.com](http://www.TweetenEldercare.com)**

Eloise started her business to help family members with placement and care of their elderly parents. She started her business as a result of personal experience with her family. She focuses on understanding the client's needs, finding the perfect care home or community, and follows up with client after placing them. There is no cost to client. Payment is made by care home or community.

**Spotlight Speaker:**

**Kevin Miskelly**  
**Careful Moving and Storage**  
**707-974-7953**  
[www.movingsantarosa.com](http://www.movingsantarosa.com)

Careful Moving and Storage is a full service moving and storage company, specializing in the needs of seniors and their adult children. Kevin spoke on the importance of networking within the SOA group.

**Program Speaker:**

**Jane Eckels, So Co AAA Advisory Council Chair**  
**Jim Redding, Vice Chair of the Advisory Council**

Jane spoke on the topic of elder abuse. According to available numbers, there are approximately 200,000 Californians who are victims of elder abuse every year. In Sonoma County, 2,300 cases are reported each year. No one knows for sure just how big the problem is. Only 1 in 14 cases are reported, according to the DA's office.

Elder abuse is defined as intentional neglect (either self-inflicted or by someone else) and includes:

- Physical harm
- Financial harm
- Sexual
- Emotional
- Verbal

Often the abuse is being committed by a family member or loved one. Victims often protect their abusers. Abuse comes in many forms:

- Mail/email: Receive notification that you've inherited money, won lottery, etc. If something sounds too good to be true, it probably is.
- Phone: Calls from a grandchild requests money to be wired.
- Doorbell: Person pretending to be a handyman, plumber, etc., selling repairs needed to be done.

AAA is an advisory body that reports to the Supervisors. They have \$3.2MM in federal funding which helps support:

- Meals on Wheels
- Congregate dining
- Transportation
- Case management
- Legal services
- IHSS

Signs of elder abuse are changes in personality and changes in physical appearance. Jane requested the group to be on the look-out for signs and please report concerns to:

Adult Protective Services (APS)  
(707) 565-5940 or  
(800) 667-0404

Ombudsman Program (Nursing Homes/Assisted Living/Residential Care Facilities)  
(707) 526-4108 or  
(800) 231-4024

In case of emergencies, please call 9-1-1

Elder Abuse Awareness Day is June 15<sup>th</sup>. Please wear the purple ribbon on that day to bring attention to this problem. Elder abuse is a crime and you can make a difference! To learn more, please visit [www.sceapc.org](http://www.sceapc.org).

**Program Speaker: Laurie Parish, RSVP Director  
Volunteer Center**

Laurie has worked for over 10 years at the Volunteer Center of Sonoma County as Director of the Retired Senior Volunteer Program (RSVP). Laurie introduced Robert Rivera, an SSU Intern, who presented work they are doing on TAP, Transportation Ambassador Program.

TAP is the study of transportation and mobility services or options, with a goal of training ambassadors to go out into the community and teach seniors the options that are available to them. The program includes everything you ever wanted to know about navigating transit services in the county. The program is available on the Volunteer Center's website (click on RSVP page), and includes all services available by city. The website contains all weblinks for all services.

Useful phone numbers: 511 (SF Bay Area info and referral service)  
211 (Sonoma County info and referral service)

**June's meeting will be on Wednesday, June 15<sup>th</sup>, networking at 8:45 with meeting starting at 9:00 am.**

Respectfully submitted,

Debbie Cerri  
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